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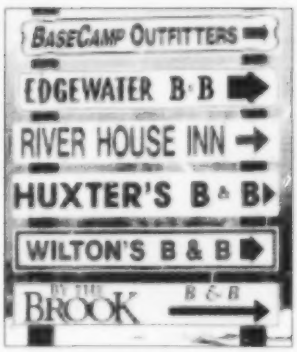

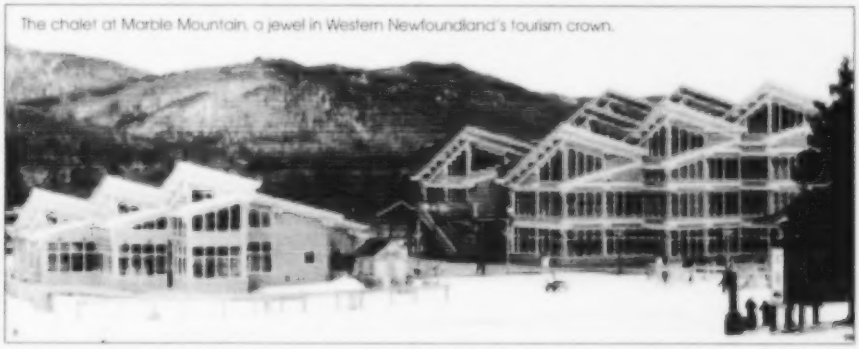
The chalet at Marble Mountain, a jewel in Western Newfoundland's tourism crown.

WESTERN NEWFOUNDLAND'S BOUNDLESS TOURISM SEASON

For Joe Dicks, being in the tourism industry is more than just providing a place to stay.

Nestled at the foot of Marble Mountain, Atlantic Canada's most spectacular ski resort, between the beautiful Bay of Islands and Gros Morne National Park, lies Western Newfoundland tourism's crown jewel – the Humber Valley. It is here that Dicks has built Marble Inn and Cabins into a year-round tourism destination.

He started operating in 1993 after purchasing the property and proceeded to develop services and products that appeal to his adventure tourism clientele. Dicks' operation is growing and is a microcosm of the entire Newfoundland and Labrador tourism product.

Taking full advantage of its location, Marble Inn and Cabins caters to snowmobile trail enthusiasts – and the downhill and cross-country ski set – during the winter months, while developing a clientele for kayaking adventures and a growing list of other tourism diversions during the summer. Conference rooms and business conveniences are also attracting a growing list of corporate clients.

It's about building a business that can offer clients a Newfoundland getaway year-round, Dicks says. Once the snow melts, there are plenty of attractions for the adventure tourist in Western Newfoundland. "We offer certified training courses for all skill levels in kayaking, canoeing and rock climbing. Our annual Sea Kayaking Symposium attracts participants from across the continent," explains Dicks.

With Marble Inn and Cabins operating year-round, Dicks and his partners are branching out into more adventurous territory with the Quirpon Lighthouse Inn, located at the tip of the Great Northern Peninsula on Quirpon Island. Operating from June through October, the inn offers sightseeing tours through 'iceberg alley' in the Strait of Belle Isle and is close to the Viking attractions at L'anse aux Meadows.

www.exploreNewfoundland.com

Dicks is one of the many tourism operators in Newfoundland and Labrador who are counting on further growth in tourism in 2002. The industry grew for the fifth consecutive year in 2001. Non-resident visitors increased by 0.3% to a record 427,700 visitors, and tourist spending grew by 1.1% to an estimated $291 million.

It is impressive growth in an industry that continues to mature. Since 1998, the number of visitors to Newfoundland and Labrador has grown 12 per cent, and associated spending has increased 22 per cent. This performance is attributable to many factors, including special celebrations like the Vikings! 1000 Years celebration in 2000, which heightened awareness of the province's tourism product.

This year and beyond, tourism operators are counting on the success of film productions like Random Passage, and movies such as The Shipping News and Rare Birds – all featuring Newfoundland and Labrador locations as backdrops, often stealing the show – as key to attracting new visitors to our province. •

Joe Dicks believes Western Newfoundland is a year-round tourism destination.

DID YOU KNOW?

1 St. John's based **PPM Audit Technologies**, through its security management affiliate, Global Protective Management Inc., has been recognized by Canadian Security Magazine as the grand prize winner of its Showcase of New Products for 2002. SecureAccess, a security software system powered by PPM, was selected as the top security product of 2002 by an independent panel of expert security professionals. The product allows organizations that need to identify security vulnerabilities to conduct security assessments faster and with greater accuracy and consistency than other products in the marketplace.

2 **Memorial University's** business school is one of only eight in Canada to be accredited by the Association to Advance Collegiate Schools of Business. The AACSB is one the most prestigious and rigorous accrediting bodies for higher education, stressing academic excellence and dedication to continuous improvement. The accreditation is the highest distinction offered to business schools nationally and internationally. •

MANUFACTURING

OWNERSHIP AND OFFSHORE PROJECT MEANS ACTIVITY AT MARYSTOWN

Peter Kiewit Sons (PKS), one of North America's largest construction and fabrication firms, headquartered in Omaha, Nebraska, has purchased the Marystown shipyard facilities from Freide Goldman Newfoundland. PKS is also a partner with Aker Maritime Kiewit Contractors (AMKC), which was awarded the topsides fabrication contract for the White Rose offshore oil project.

The Marystown shipyard will play a major role in the White Rose project. It will carry out all of the installation and integration activities for the topsides and will be responsible for almost 60 per cent of the total topsides fabrication work for the entire project.

The purchase of the yard by Peter Kiewit Sons removes the constraints that have impeded the Marystown yard's ability to operate normally for the past year. Friede Goldman Newfoundland's parent company was placed in bankruptcy protection in the United States last year, creating a difficult and uncertain year for the shipyard and its workers.

PKS, founded in 1884, has offices across the United States and Canada, and had gross revenues of more than $4.5 billion in 2000.

"Our immediate plans are to undertake a major portion of the fabrication and assembly of the topside modules in Cow Head and the Shipyard, and to carryout the integration of the modules on the FPSO deck at Cow Head," said Frank Smith, Director of Business Development, Peter Kiewit (PKS). "Our longer-term plans are to aggressively pursue the offshore fabrication market in Eastern Canada as well as maintaining Marystown's shipbuilding and repair activities."

"AMKC's contract with Husky Energy is the first offshore project undertaken in Newfoundland at a fixed price, which requires a facility and workforce capable of working to high quality and productivity levels," said Smith. "We see our ownership of the Marystown facilities as the future cornerstone of our East Coast fabrication activities."

PKS has been active in Newfoundland since the early 1990s, including the fabrication and installation of the modules for the Hibernia GBS utility shaft, co-management of the Hibernia GBS concrete construction and the design-build of the second finger pier at the Whiffen Head storage facility. •

www.kiewet.com

Diana Krall accepts her Juno award for Best Artist in 2001 at St. John's Mile One Stadium. "I can't tell you what an amazing time I've had here the last couple of days... and if you haven't been here, you must come here!"

ENTERTAINMENT

What an amazing time!

When the Junos come to town, it's a cause for celebration. At least that's what the organizers of Canada's annual music awards were hoping they would see when the 2002 edition moved from Toronto to St. John's. They may still be celebrating.

The April 14th live nationwide broadcast went off without a hitch – Alanis Morrisette, Diana Krall, Nelly Furtado and Shaggy all performed to the delight of cheering fans – the organizers were pleased. A record television audience tuned in. Another good year for Canadian music.

An estimated 1.4 million viewers watched the Juno Awards across Canada, pulling the awards out of a three year ratings slide. Nielsen Media Research indicated at least 5.5 million Canadians watched some part of the CTV telecast.

In St. John's, the city played host to the cream of the Canadian music crop, their record companies, and a who's who of the music industry for several days prior to the main awards night.

The lead up for the big night also saw a wealth of Newfoundland and Labrador talent hit the stage at venues throughout the city as part of Junofest 2002. Star struck fans lined the downtown core of St. John's hoping to catch a glimpse of their favorite performers from away – and they did. Several of the biggest names in Canadian rock – Nickelback, Jann Arden, Bif Naked and the Barenaked Ladies – strolled around downtown throughout the weekend.

The excitement worked both ways as St. John's worked it's usual magic on the thousands who flew into town for the event.

During the Juno broadcast, Newfoundland and Labrador played the gracious host as presenters and performers paid tribute to the host province. Diana Krall, on accepting her award remarked "...if you haven't been here, you must come here!" A feeling shared by many Juno guests as venues remained open well into the morning hours to accommodate celebrities and fans alike. •

The Juno Awards are apparently good for tourism promotion too. Calls to Newfoundland and Labrador's 1-800 tourism information line during the week leading up to the Junos, on the day of the Junos and following the broadcast, showed dramatic increases. For the week of April 8 - 14, 2002, the line received 2,703 calls compared to 1,623 calls during the same period in 2001, a 67 per cent increase in call volume for the week. During Sunday's broadcast of the Junos, the line received 304 calls compared to 85 the previous year, an increase of 257 per cent, and after the broadcast from Sunday, April 14 to April 16, 2002, the line received 1,356 calls as compared to 996 in 2001, a 36 per cent increase.

Pictured at the NATI Awards Gala (l-r) are: Jeff Tulk, NATI, Al Hawkins, accepting award on behalf of Frek Riek, DPSI, Todd Hiscock, Telepix, Jim Lotimer, Lotek, Keith Stoodley, Lotek, and Harold Snelgrove, NATI.

INFORMATION TECHNOLOGY

NATI Awards showcase IT innovation and excellence

Newfoundland and Labrador's technology leaders were honoured recently at a gala event during Nati's FlatOut! Conference in St. John's.

Three annual Nati Achievement Awards showcase the technology sector in Newfoundland and Labrador. The awards celebrate the successes of companies and individuals who create confidence, pride and progress in a growing sector of the Newfoundland and Labrador economy.

The Nati Innovation Award recognizes outstanding innovation in developing new products or services, penetrating new markets or sustaining a successful corporate organization. This year's winner, Telepix Imaging Inc., was founded by a small group of Newfoundlanders and Labradorians whose technology solutions are being used on five continents.

St. John's-based Telepix specializes in digital imaging software and photo e-commerce solutions. Their software is used by Polaroid, Olympus, Kodak, ePoint, Walgreen's and Tesco, Black's Photography and Loblaws. On January 15th, 2002 the company closed a multi-million dollar deal enabling Kodak to run its own version of Telepix's software. Their 55 employees are changing the way an entire industry works. An industry that until recently had not fundamentally changed in 100 years.

The Nati Leadership Award was presented to Fred Riek, Chairman and CEO of DP Solutions Inc. (DPSI). This award is presented to an executive whose creative vision and business insight have been instrumental in the success of a company. Riek is passionate about Newfoundland and Labrador and made a tremendous commitment to this company in Grand Falls-Windsor. The payoff for the province is a new cluster of software designers, developers and high-end technical support services that were not present to any significant degree in Grand Falls-Winsor two short years ago.

DPSI is a developer of maintenance management software competing in an industry niche of 250 companies worldwide.

The Nati Company of the Year Award recognizes a company which best represents Newfoundland and Labrador's leading edge, with recognized excellence and a reputation for its products and/or services. This year's Company of the Year Award went to Lotek Wireless Inc., a St. John's-based company – and one of the province's first EDGE companies – with offices and/or strategic partners in Ontario, Seattle, Boston, Japan and the U.K. and clients in more than 38 countries.

Lotek's team of 113 employees develop and manufacture advanced electronic tracking and monitoring systems utilizing acoustic, radio, archival and satellite platform technologies.

Nati represents approximately 200 technology companies and organizations throughout the province, and focuses on leadership; market development; corporate development; and networking and communications. •

www.nati.net

e-LEARNING

Getting by with a little help from your friends

CertifyOnline.com staff answer students questions live and online.

When fully-trained employees are hard to come by, train them yourself. Better still, form a partnership to get the training done. That's the philosophy of a new Corner Brook company that required specialized training for its online certification program offerings.

CertifyOnline is a Corner Brook business in one of the fastest growing niches of the technology sector – e-learning. The company is a subsidiary of New York based CGS Learning Services that provides online certification training for many industry leaders, including IBM, Microsoft, Cognos and Cisco.

E-learning as a simple mechanism to take a course via the World Wide Web is evolving to meet the demands of those seeking to learn. That means adapting the educational products and services to suit many different styles of learning. At CertifyOnline.com, it looks like a marriage of distance education and one-on-one training.

Students receive much of their course material from the web, but when they require personal attention, help is just an online chat away. For students of CGS' IBM Websphere and IBM Java courses, their mentor is usually sitting in Corner Brook waiting to answer their questions. "The partnership to develop the first ever IBM Virtual Websphere Innovation Centre allows us to work in areas like Newfoundland and Labrador, because the services are delivered over the internet," said Des Whelan, a representative of CertifyOnline.com and its sister company, ATS Newfoundland Inc.

So how did 25 IBM web specialists get their training? When CertifyOnline.com needed trained professionals to provide assistance to its students around the globe, it formed a partnership between the company and the College of the North Atlantic that provided the specialized training – on-the-job training with a twist. Whelan said, "We value the opportunity to work with an institution of the quality and depth of the College of the North Atlantic, they are invaluable to the Newfoundland and Labrador communities in which they are located."

The college's campus in Corner Brook has graduated two classes of Certified Information Technology Programmers in the past year, with many of the graduates moving immediately into jobs with CertifyOnline.com.

Since opening the Corner Brook office in , CertifyOnline and CGS have opened a new office in St. John's to focus on corporate training and IT development opportunities in that region. •

PLATO Group opens business centre in US

Plato Group Inc., a St. John's-based professional consulting and software development firm, has opened a branch office in Milwaukee, Wisconsin.

The company provides expert consulting services on Enterprise Resource Planning (ERP) software applications, a range of professional management consulting services, and commercial and custom software development.

In Canada, the company's clients include Industry Canada, Aliant, Air Canada and the Royal Canadian Mounted Police.

By expanding into the United States, Plato Group president Kevin Fleming said the company is hoping to expand on an already impressve client base that includes the Washington Post, Ameritech, and the University of Pittsburgh Medical Center.

"Most recently, we were awarded a GSA Schedule contract which makes us an approved vendor to the U.S. Federal Government in our areas of expertise. This opens doors to a host of new opportunities with the U.S. Government as well as numerous other public sector organizations that also use the U.S. Government's list of approved suppliers," he added. •

HELP SPREAD THE MESSAGE!

Thank you for reading this edition of The Ambassador newsletter. We are always looking for ways to reach as many people as possible with the good news about business in Newfoundland and Labrador. If this copy of The Ambassador was mailed to you, pass it along, or request extra copies so you can help spread the news. If you're reading someone else's copy of the newsletter, contact us and we will put you on our mailing list. Our contact information is below.

TRADE SHOWS, TRADE MISSONS, & EVENTS 2002

EVENT	LOCATION	DATE	CONTACT	TELEPHONE
June				
Bio 2002	Toronto, ON	June 9-12	Susan Cave Brian Wade	729-5936
Global Petroleum Show 2002	Calgary, AB	June 11-13	Clyde Woodward	729-5681
Offshore Newfoundland	St John's, NF	June 19-20	Clyde Woodward	729-5681
July				
Farnborough International 2002	Farnborough, England	July 22-28	Sharon Beattie	729-3050
August				
By Hand Show	Toronto, ON	August 9-12	Margie Slaney	729-7030
CGTA Fall Gift Show	Toronto, ON	August 11-15	Margie Slaney	729-7030
Offshore Northern Seas	Stavanger, Norway	August 27-20	Clyde Woodward	729-5681
September				
Nova Scotia International Air Show & Exhibition 2002	Shearwater, NS	Sept. 5-8	Eugene Trickett Sharon Beattie	729-3050
Softworld 2002	Charlottetown, PE	Sept. 8-11	Robert Parsons	729-0598
NBAA(National Business Aviation Association) Annual Meeting & Convention	Orlando, Fl	Sept. 10-12	Sharon Beattie	729-3050
AIAC(Aerospace Industry Association of Canada) Annual General Meeting	Ottawa, ON	Sept. 22-23	Eugene Trickett	729-2367
Geomatics Atlantic 2002	St. John's, NF	Sept. 25-27	Darrell O'Neill	729-0680
Incoming Buyers Mission	St. Andrews, NB	TBA	Brian Wade Darrell O'Neill	729-2994
October				
New England Trade Mission	Boston, MA	TBA	Barry Snow Diane Hooper	729-3356
November				
Team Canada Atlantic	New York City, NY	TBA	Jonathan Brockway	729-5680
IDRC/CoreNet	San Diego, CA	Nov. 16-20	Maria Yabion	729-4936
December				
International Workboat Show	New Orleans, LA	Dec. 4-6	Darrell O'Neill Terry Courish	729-0680 729-5652

Calling all Ambassadors!

Here's your opportunity as an Ambassador to help a new company make their mark in the global technology community. You can be directly involved in a business startup, and help Newfoundland and Labrador entrepreneurs in the process.

The Genesis Centre is a business support network that assists local entrepreneurs pursuing technology-based, high-growth businesses. A key step in this process is pairing the entrepreneur with an advisory board of professionals. The advisory board provides specific guidance, management experience, information and contacts to help new ventures establish a presence in the global marketplace.

For advisory boards, the Genesis Centre seeks out the assistance of individuals who have successfully established or managed technology-based businesses. As an advisory board member you attend board meetings and contribute based upon your extensive knowledge and experience. The time commitment is usually about two hours per month. For out of town/province advisors, we have video-conferencing and teleconferencing facilities available.

As an advisor there are many potential benefits to be gained. Some of these benefits include new insights into your own businesses through the act of advising, exposure to potential investment opportunities within the companies that you help to grow and knowledge that you helped the Newfoundland and Labrador economy through fostering new business in the province.

If becoming an advisory board member for a Genesis Centre client sounds like something you would consider undertaking, please do not hesitate to contact Peter Howell (see below), or any of the Genesis Centre representatives. They are also pleased to provide support material if you have any questions regarding the Genesis Centre.

The Genesis Centre is a division of Genesis Group Inc. the technology commercialization arm of Memorial University of Newfoundland.

For more information:
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Newfoundland & Labrador Canada
Department of Industry, Trade and Rural Development

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